

COVID-19 NEW CAR PURCHASE IMPACT STUDY

TRACKING THE CORONAVIRUS

STUDY OVERVIEW

The COVID-19 crisis has presented our clients' business with **considerable uncertainties**. The crisis will almost certainly impact consumers' mobility habits and consumption, including car purchases in the near term, if not permanently. Hence, there is an urgent and heightened need to understand **how consumers' attitudes, interest and behavior will change as the crisis evolves**, to ensure your company does not become irrelevant when the crisis ends.

Beside the current economic impact, it's important to understand a **potential shift in consumer behaviour**. Will we soon face a **new normal**? Will there be a higher interest in brands that are sustainable and trusted by consumers? When will consumers will be willing to spend again? What impact will the COVID-19 crisis have on future new car purchases? How should brands communicate with consumers during this outbreak? There are many unanswered questions and this survey was designed to specifically **address the impact of the COVID-19 outbreak on mobility and purchase consideration**.

OVERVIEW & DELIVERABLES

Methodology

10 minute online survey written in the native language of each country. Sample is provided by Ipsos I-say panel.

1.000 completes per country, 11,000 total completes

Countries

Eleven countries targeted: US, China, Japan, Brazil, Russia, India and Euro5 (Germany, France, UK, Italy, Spain)



Deliverables

Study deliverables include:



report



detailed tables



SPSS data file

PURCHASE OPTIONS

Module 0: COVID-19 Impact only



all countries



single country only
Data only, with custom reporting required for local country

Access to key information from Modules 1 through 3

Full Module data 1 through 3 available for an additional fee

FOR MORE INFORMATION

Todd Markusic, VP Auto & Mobility
todd.markusic@ipsos.com

John Kiser, SVP Auto & Mobility
john.kiser@ipsos.com

